



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/29 thru 03/06.

(prices in dollars per carton)

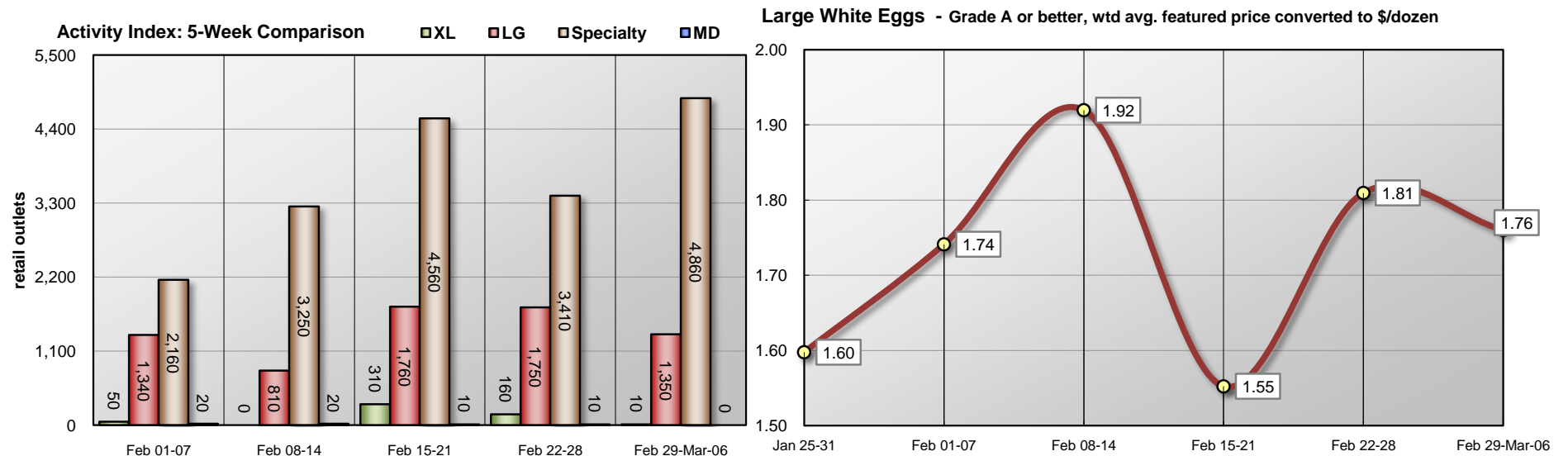
Fri. Feb 29, 2008

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		33.7% of 18,000 stores				29.1% of 18,000 stores				23.0% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.79	260	1.32			470	1.95			410	1.15
	White 18 pack			540	3.02			120	3.16			160	1.96
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			540	1.72	160	1.98	890	1.72	10	1.00	370	0.94
	White 18 pack							140	2.50			150	1.79
	Brown 12 pack			10	2.19			130	2.01				
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	20	3.99	590	3.84	10	2.99	670	3.57	110	3.59	500	3.47
CAGE-FREE	OMEGA-3												
	White 12 pack			2,200	2.38	120	2.50	1,100	2.58			1,090	2.34
	Brown 12 pack	610	2.54	760	2.65			50	2.99	210	2.50	220	2.46
CAGE-FREE	CAGE-FREE												
	White 12 pack							510	2.86				
	Brown 12 pack	10	2.04	670	2.62	240	2.79	710	2.86			810	2.60

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,360	1,910	1,100	Large Eggs on
Specialty	4,860	3,410	2,940	Feb-25-2008
Total (includes MD)	6,220	5,330	4,230	536.6
Special Rate 4/:	7.7%	7.7%	7.3%	up 23%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
<p>Feature activity on regular shell eggs declined compared to the previous week, but is higher than data collected a year ago. The average price of Large white eggs, Grade A or better, dropped lower than a week ago. Notably, "no price" promotions are the same as last week. Specialty shell egg promotions are higher than last week and last year with most activity near the end of the week. Omega-3 white eggs remain in the top position. In the egg products sector, liquid egg are higher than last week but less than the same week last year. 32 oz. carton ads are most visible in this sector this week.</p>	



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		39.0% of 3,900 sampled outlets						29.3% of 4,900 sampled outlets						23.6% of 3,000 sampled outlets					
2/ Activity Index		Activity Index = 2,860 (includes Medium)						Activity Index = 1,250 (includes Medium)						Activity Index = 600 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack	1.79	10	1.79															
	White 18 pack				2.00	60	2.00												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.59 - 2.00	310	1.86				1.59	40	1.59				1.49 - 1.59	190	1.50
	White 18 pack										2.19	10	2.19						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.59 - 4.49	240	3.97				3.99	170	3.99				3.50	150	3.50
C I A L T Y	OMEGA-3																		
	White 12 pack				2.49 - 2.64	230	2.63				2.19 - 2.49	1,030	2.22				1.99 - 3.00	250	2.84
	Brown 12 pack	2.50 - 2.69	610	2.54	2.50 - 2.99	740	2.62												
C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	660	2.62										2.49	10	2.49
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		26.6% of 3,000 sampled outlets						60.5% of 2,300 sampled outlets						24.4% of 900 sampled outlets					
2/ Activity Index		Activity Index = 470 (includes Medium)						Activity Index = 830 (includes Medium)						Activity Index = 210 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.99	200	1.08				1.99 - 2.39	30	2.24				1.99	30	1.99
	White 18 pack										2.78 - 3.50	480	3.15						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	20	3.99	3.99	20	3.99										2.99	10	2.99
C I A L T Y	OMEGA-3																		
	White 12 pack				1.40 - 2.29	210	1.93				2.99	310	2.99				1.40 - 2.19	170	1.80
	Brown 12 pack				3.99	20	3.99												
C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack							2.04	10	2.04									

Note: See page 1 for explanatory notes.



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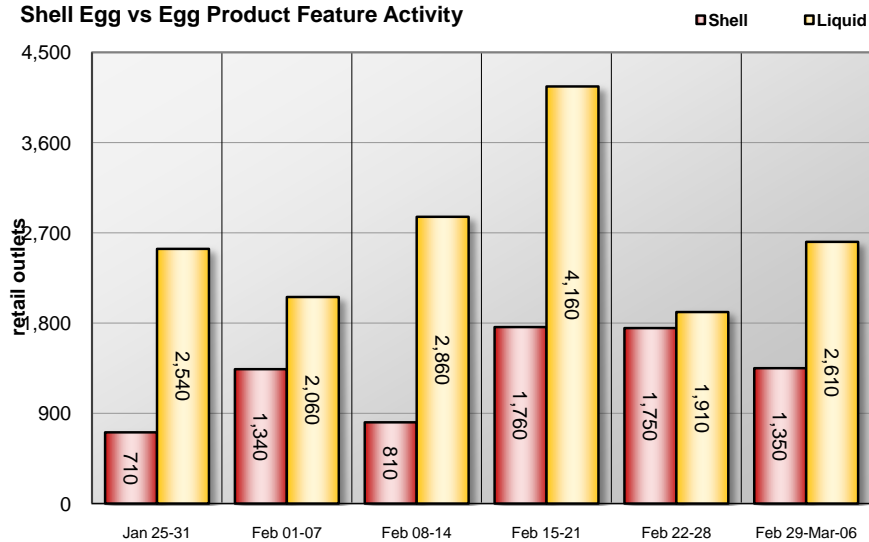
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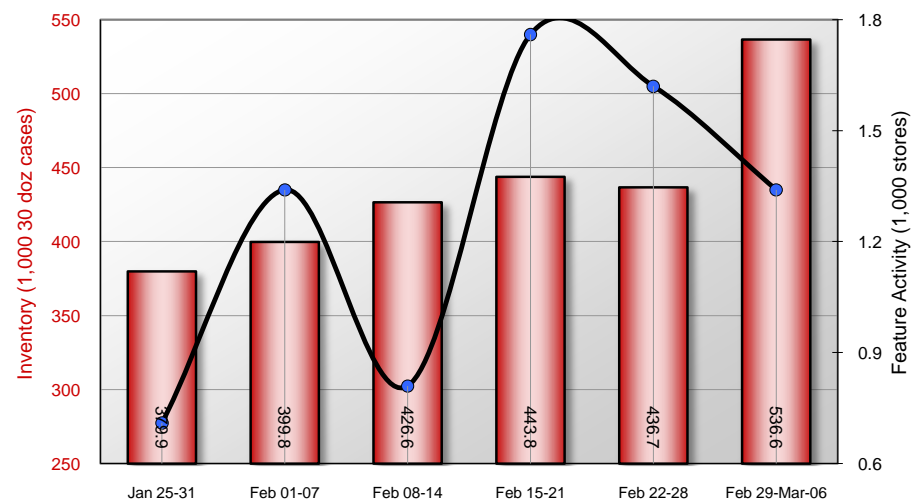
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.1%	8.5%	19.0%	12.3% of 3,900 sampled	11.6% of 4,900 sampled	11.4% of 3,000 sampled	10.9% of 3,000 sampled	19.3% of 2,300 sampled	1.1% of 900 sampled
2/ Activity Index	2,610	1,910	3,220	Activity Index = 690	Activity Index = 590	Activity Index = 360	Activity Index = 520	Activity Index = 440	Activity Index = 10
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	1,060 2.39	1,420 2.81	1,850 2.28	1.99 - 2.99 280 2.60	3.50 - 3.99 560 3.58	1.99 - 2.99 230 2.13	1.99 - 3.19 270 2.56	2.00 - 2.39 270 2.19	3.19 10 3.19
32 oz. crtn	1,330 4.06	410 5.19	1,250 3.95	4.50 - 4.79 220 4.67	1.50 - 2.50 30 2.19	4.50 130 4.50	3.50 - 4.69 250 4.41	3.99 170 3.99	
3 - 4 oz. cup	220 1.80	80 2.50	120 2.50	1.50 - 2.50 190 1.74					
2 - 8 oz. cup									

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.